



Station WOOD-TV GRAND RAPIDS, MI.

Advertiser ( ) DETROIT INTL BRIDGE

Product order

Estimate# C17C21

Buyer Julie Keane

Phone#

Fax#

Agency ( ) SMART MEDIA GROUP

814 KING STREET - SUITE 200

ALEXANDRIA, VA 22314

Agency C/P1/P2/E DIBC/ORDR/C17C21

Flight Dates 10/17/2012 - 10/21/2012

Hiatus Weeks

Rep Firm

Sales Office ( ) PHILADELPHIA

Salesperson ( ) IAN AMBRON

Salesperson Phone# 215-567-6005

Salesperson FAX# 215-525-9757

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	SA	11P-1135P	NEWS 8 AT 11PM	:30	\$1,500.00	10/20-10/20	1	1	1	\$1,500.00	
Rating: 6.5												
	12	SU	11P-1135P	NEWS 8 AT 11PM	:30	\$1,500.00	10/21-10/21	0	0	0	\$0.00	
Rating: 6.5												
	13	F	11P-1135P	NEWS 8 AT 11PM	:30	\$1,500.00	10/19-10/19	1	1	1	\$1,500.00	
Rating: 6.5												

---REPORT TOTALS---

Report Totals: 12 / \$16,900.00

---SALES MONTHLY TOTALS---

Oct 12: 12 / \$16,900.00  
Sales Totals: 12 / \$16,900.00  
Station Totals: 12 / \$16,900.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$39,157	CATV	0%	WOOD	43%	WOTV	1%	WWMT	18%	WXMI	17%
		WXSP	0%	WZPX	0%	WZZM	19%				

Books null  
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE